LENGTH
(Vitaphone)
5183 Feet
RUNNING TIME
57 Minutes

FIRST NATIONAL AND VITAPHONE REG. TRADE MARK
TALKING PICTURES

FIRST NATIONAL PICTURES

Are You Making Use of the New Anagram Service? See the Exploitation Section; Pages 6 and 7

321 WEST 44th STREET — NEW YORK, CITY, U. S. A.

NAUGHTY FLIRT
WILL GET THE CROWDS

SYNOPSIS – (Not For Publication)

Kay Elliott, a giddy young New York debutante who has had about every experience a girl of her age and position can manage and whose life is one prolonged quest for a new thrill, is giving a party at the Embassy Roof in honor of her annual expulsion from Miss Baynor's Select School for Young Ladies when she and her guests are arrested for disorderly conduct and disturbing the peace.

They are hailed into night court where after they have paid their fines the crowd decides that Kay should oblige by marrying Jack Gregory, a young man about town. Alan Ward, a junior attorney associated with Kay's father, John R. Elliott, is an interested spectator until he learns Kay's identity and calls her father to tell him of his daughter's plans. Mr. Elliott tells Allen to bring Kay home immediately. He accordingly picks her up bodily and carries her kicking and screaming to a taxi. On the way home Kay decides she likes Alan but he treats her very coldly.

Kay sends Alan invitation after invitation which he completely ignores. She finally succeeds in getting him to a country club dance when she tells him that it is in honor of her father's birthday anniversary. Jack Gregory and his sister are bankrupt and they have long been plotting to arrange Jack's marriage to Kay in an effort to recoup their shattered finances. They resort to numerous tricks to keep them apart at the dance but Kay finally manages to get Alan alone.

She steers him out into the garden where he blossoms forth under her encouragement and proposes. Before he leaves the dance Alan overhears Wilbur Fairchild say that Kay had wagered a large sum of money that she could make him propose.

Alan is incensed and tells Kay that she is simply man-crazy. She goes to work in her father's office to re-capture his affection. She succeeds and the romance sails merrily along once again until the event of the houseparty announcing their engagement.

Jack and Linda are given rooms next to one another. The rooms are connected by an inside door. They scheme to have Alan and Linda caught in a compromising situation. Jack accordingly secretly puts his bags in Alan's room and Alan's bags in the room next to Linda. Linda does her briefest and most seductive negligee and calls for help, claiming that she feels faint. Alan gets out of bed and rushes in to see if he can help her when other guests appear on the scene. Jack stoutly affirms that Linda has been compromised.

Kay will not let Alan explain. She returns his ring and once again embarks upon a career of pleasure-seeking that makes her previous scandals look a bit pale. Kay and Jack are playing golf when in a moment of unusual depression she accepts his proposal. They start immediately to be married by a justice of the peace in a nearby village.

Wilbur does not join the party but goes to tell Alan, who is playing at the far end of the golf course. He dashes off to interrupt the marriage ceremony. Arrived at the court house he decides it would be poor sportsmanship to try to prevent Kay's marriage and is about to leave when Kay who has only begun to see through Linda's scheming, answers in the negative to the justice of the peace's question. She hails Alan who agrees to supplant Jack as the bridegroom.

CAST OF CHARACTERS

KAY ELLIOTT, a wild impulsive flapper	Alice White
ALAN WARD, a junior attorney in her father's law firm	Paul Page
LINDA GREGORY, a social butterfly, bankrupt and unscrupulous	Myrna Loy
WILBUR FAIRCHILD, son of a wealthy jeweler	Robert Agnew
JACK GREGORY, Linda's brother, a playboy	Douglas Gilmore
JOHN R. ELLIOTT, Kay's father	George Irving

Juvenile Lead

Robert Agnew, who achieved fame in silent pictures as juvenile lead with such luminaries as Alice Joyce, Billie Burke, Norma Talmadge, Pola Negri and Gloria Swanson, finds himself cast in similar roles in talking pictures. Now he supports Alice White and Myrna Loy, shining lights of the audibles. His work with Miss White in "Naughty Flirt," will be seen locally when the First National and Vitaphone picture comes to the .....Theatre .....

Myrna Loy Is Dancer

Myrna Loy, one of the talking screen's most exotic beauties, studies sculpturing with Pedretti, creator of the monument to World War heroes which stands in Pershing Square, Los Angeles. She has also modeled for some of the artist's best-known works. Miss Loy's latest film appearance is in "Naughty Flirt," the First National and Vitaphone production starring Alice White, and which opens a .....day engagement at the.....Theatre.....

The Story At A Glance
(Brief Synopsis)

"Naughty Flirt" presents Alice White as a young woman of wealth who has a great time being expelled from exclusive schools and chasing men. Paul Page is the young attorney with whom she falls in love but who isn't interested in her because she is man-crazy. They finally become engaged.

Myrna Loy wants to have her brother, Douglas Gilmore, marry Alice so they will come in for a share of her money, and Myrna succeeds in temporarily breaking off Alice's romance. Alice's father, George Irving, and a friend, Robert Agnew, help her to re-capture Page's attention by threatening to let her marry Gilmore. Paul and Alice are married by a country justice of the peace.

"Naughty Flirt" is a great picture for women and collegiates. Alice White and Myrna Loy look gorgeous in an array of stunning new gowns.

The Naughty Flirt!

Cut No. 17 Cut 15c Mat 5c

Paul Page and Alice White who play the principal parts in the First National and Vitaphone picture, "Naughty Flirt," coming to the ..... Theatre starting...... It's a snappy, fast moving comedy of a girl who gets every man except the one she wants.

Cut No. 11 Cut 20c Mat 5c

"NAUGHTY FLIRT" HEADING BILL AT ..... PROVES TO BE EXCITINGLY ENTERTAINING

Good Characterizations Feature Work Of Alice White, Paul Page, and Myrna Loy in Lead Roles

Alice White has done it again!

The public has become accustomed to expecting her to go right along turning out snappy, consistently entertaining little talkies, and the crowds who have witnessed her performance in "Naughty Flirt," now current at the.....Theatre agree that she tops her previous efforts in this unpretentious but thoroughly satisfactory offering.

Alice White is undoubtedly one of the brightest personalities in pictures. She has a charm all her own which records well in the medium of talking films. She is particularly fitted to shrewish roles, such as she has in her present opus.

"Naughty Flirt" is about Kay Elliott, a debutante who has too much money and too many boy-friends. She gets into one scrape after another in her effort to fool her. In this manner she acquires the men before they fool her. In this manner she acquires the reputation of being man-crazy.

Undaunted, she continues to mix her adventure and her romance ill-advisedly until she meets the man she really falls in love with. She is pursued by a fortune-hunting parasite and his scheming sister who almost break up her love affair but she proves herself too clever for their dupes and winds up with her prize safely saying "yes" before the justice of the peace.

Alice White is one of the few actresses who could make the harum-scarum Kay a convincing person. As it is, she is about the most diverting heroine of the season. Alice twists, pouts, cries, and flirts and the audience loves it.

Paul Page, as Alan Ward, the object of Kay's affections, is perfectly cast. He presents a convincing portrayal of the young attorney who has learned to be wary of feminine wiles. Page is more perfectly suited to Miss White than any leading man she has had recently.

Myrna Loy gives a flawless performance as a scheming fortune hunter seeking to arrange an advantageous marriage for her brother. Gone is the exotic Myrna of other days and in her stead is a hard, beautiful, and fascinating adventuress. Robert Agnew is satisfactory as a comedy juvenile while Douglas Gilmore does a conventional "heavy," who seems really human. George Irving is Kay's father. Although they do not receive screen credit, Thelma Hill, Marilyn Morgan, and Sidney Bartlett deserve mention for outstanding "bits."

Eddie Cline's direction is sure and swift with the comedy clicking along at a steady pace. Peppy dialogue characterizes the entire film.

"Naughty Flirt" is one of those program pictures that can be heartily recommended as a pleasant way to spend an evening.

SUMMARY!

"The Naughty Flirt" is a speedy comedy-drama of a girl who has a dozen boy-friends, but can't get the one she really loves.

It's modern, up-to-date and clever! A boarding school background. A show that is worth your best advertising and exploitation efforts!

Get A Laughometer To Count The Laughs When "Naughty Flirt" Flashes Her Stuff!

"MIKE MATES"

Film producers have wedded Alice White and Paul Page in the name of the great god Vitaphone.

They're "microphone mates."

The fact developed during the filming of their latest picture, "Naughty Flirt," which First National is presenting at the head of the ..... Theatre offerings.

Page, relatively a newcomer on the screen, plays opposite the star for the first time in "Naughty Flirt," and Vitaphone experts found that not only were the voices of the two well suited for register on the same microphone, but due to the fact that both are only medium height for their sex, the voice volume is nearly the same.

A very tall man and a short leading woman are the Vitaphone mixer's hardest problems. The strongest voice, the man's, is closest to the microphone, which must hang over their heads. The weaker voice coming from farther away must be separately amplified.

Myrna Loy Vamps Her "Deadliest" In "Naughty Flirt"

Myrna Loy represents the new type of vamp, and she is probably the "deadliest" the screen has ever seen.

Anyone will agree who sees First National's Vitaphone feature at the .....Theatre next ....., "Naughty Flirt." The picture features Alice White and Paul Page with Robert Agnew in a comedy role and Miss Loy as the vamp.

"I think some of my 'slinkiest' vamping work is done in 'Naughty Flirt,'" Miss Loy confesses. "At any rate, I'll admit it thrilled me And if a vamp herself is thrilled—I don't mean at seeing the picture, but doing the vamping—it means the scene must carry a punch, does it not?"

Miss Loy is slender and quite unlike the famous old vamps who played so many roles like "Cleopatra," "Salome" and "Carmen" on the screen. The Theda Baras, Louise Glaums, Rosemary Thebys and Nita Naldis were big women, voluptuously willowy.

But while Myrna is slender, she is curvy and possessed of an abundance of these, them and those. But—

"It's mostly in the attitude—mental and physical, the latter being a matter of pose and poise."

Star Gets Break. Plays First Wealthy Girl Role

"Naughty Flirt," Alice White's newest starring vehicle which will be the feature attraction at the ... ... Theatre beginning ..... is from an original scenario by Earl Baldwin, who also wrote "Sweet Mama" for Miss White.

For the first time in her career the First National star portrays a girl of wealth. Her one interest in life is men and more men. When she finally does meet a struggling young lawyer with whom she falls in love, she has to go through the most trying experiences and really work to win him.

Eddie Cline directed "Naughty Flirt." The supporting cast includes Myrna Loy, Paul Page, Robert Agnew, Douglas Gilmore, and George Irving.

MILLION DOLLAR HOLLYWOOD THEATRE **GRAND** CONTINUOUS 10 AM to 11:30 PM

Here's to the boys that pet,
And the boys that haven't yet,
I love them each and everyone,
There's none I cannot get!
Toast of the Naughty Flirt

She'll Tease you with her smile — Tempt you with her lips — Thrill you with her startling story. Come on over and get an eyeful and earful of the cutest kid that ever said "maybe."

Adapted from the story by Earl Baldwin.

with Alice White and Paul Page

Directed by Edward Cline

FIRST NATIONAL and VITAPHONE Picture

Cut No. 5 Cut 40c Mat 10c

and 3 Big Vitaphone Varieties

Dyna-mites of the Program

CATCHLINES

* * *

Alice White on the make for a man who scorns her!

* * *

She bet she could win him—and won a spanking!

* * *

A woman spanked is more dangerous than a woman scorned—

* * *

A straight-laced attorney turns cave man—and the girl loves it—

* * *

TNT—high voltage—danger! The Naughty Flirt.

* * *

Take your cue from cupid!

* * *

The most dangerous thing in the world—a careless blonde!

* * *

Business failure—but oh! What a success at love!

* * *

He met her—spanked her—and fell in love!

* * *

Blonde love fire burns up brunette! But he's a fireman!

* * *

A feminine dynamo with good intentions and a rich papa—on the make for papa's partner—

THESE EXPERTS HELPED PRODUCE "NAUGHTY FLIRT"

From an original story by	Earl Baldwin
Screen play and dialogue by	Earl Baldwin and Richard Weil
Directed by	Edward Cline
Photographed by	Sid Hickox
Edited by	Jack Rollins
Art Director	John J. Hughes

OFFICIAL BILLING

First National Pictures, Inc.

presents

"THE NAUGHTY FLIRT"

with

Alice White

Paul Page — Myrna Loy

Adapted from the story by Earl Baldwin

Directed by Edward Cline

A FIRST NATIONAL & VITAPHONE PICTURE

FAMOUS DANCE INSTRUCTOR SAYS STAR HAS ESSENTIALS OF SUCCESSFUL DANCER

Marquis Carillo Expresses Wish That Alice White, Star Of Naughty Flirt" Had To Dance For Living

"What it takes to be a dancer, Alice White's got."

These are the sentiments of Marquis Carillo, famous Spanish dance instructor of Hollywood, who has the reputation of having tutored more dancers who subsequently attained featured honors, than anyone else since the Charleston era.

Carillo is sorry that Miss White is a star in First National pictures. He would like to see her "penniless and dependent on dancing alone for a living!"

Alice, says Carillo, has the five things rarely found all in one person, that it takes to make a great dancing star. Only a few others have this combination; Marilyn Miller and Lina Basquette are included, and not, strangely enough, such stars as Ann Pennington and Gilda Gray. These, says Carillo, are marvelous, but specialists.

The five things Alice has are:

1. Grit and courage.
2. Constitutional vigor.
3. Perfect reflexes, balance and rhythm sense.
4. Creativeness.
5. A dancer's personality.

"How necessary courage is is proven very simply," Carillo declares. "Here, for instance, is Alice taking instructions from me for a very difficult and strenuous new dance we are perfecting for her next picture. She has been at it for three weeks, and has just reached the most difficult part.

"As she reached the most difficult part of the dance, she also reached the most difficult part of a picture she is doing, 'Naughty Flirt.' Dancing early in the morning, then at night after a hard ten or twelve hours at the studio, she became so very tired.

"Ordinarily I am hard-hearted in training dancers. It is the only way to make good dancers of them. But then, too, I have had very courageous dancers collapse from nervous exhaustion.

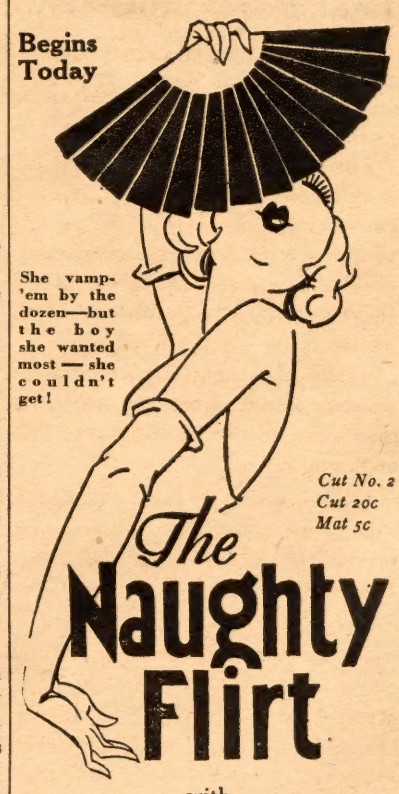
"One day Miss White worked from eight in the morning to ten at night in the picture, then came for her dancing lesson. I saw she was so tired she could hardly stand, but she wanted to keep her appointment for the lesson. I say: "You are a little fool." She says: 'Why, I am not tired." Of course I did not let her dance. But it takes courage to give a little lie like that!"

Miss White took up both dancing and singing just before entering the movies, because she photographed so badly in an early, poorly-made test that she decided to try for a stage rather than a movie career!

Paul Page, Robert Agnew, Myrna Loy and other favorites support Miss White in "Naughty Flirt," an adaptation by Earl Baldwin and Richard Weil of Frederick L. Bowen's story. The picture, a first National and Vitaphone "special," is coming to the ..... Theatre .....

OHIO Theatre

Begins Today



She vamp-'em by the dozen—but the boy she wanted most — she couldn't get!

Cut No. 2 Cut 20c Mat 5c

with

Alice White

Paul Page

Myrna Loy

A FIRST NATIONAL & VITAPHONE HIT

Vitaphone Accessories

Available at your local exchanges are many Vitaphone accessories that will help you cash in on the million dollar Vitaphone advertising campaign. Free trade mark cuts and mats; Vitaphone slug cuts; Vitaphone paper and a free Vitaphone 24-sheet are on hand. Ask your accessory manager.

"The Naughty Flirt" Is A Title That Lends To Unusual Exploitation Stunts. See Pages 6-7

Plenty of Action Here

Cut No. 18
Cut 30c
Mat 10c

Paul Page lands hard on Douglas Gilmore's chin in the fourth reel of "The Naughty Flirt" at the..... Theatre this week, while Alice White looks on. Alice, of course, is the cause of the trouble, being the naughty little girl that all the boys fight for. It is one of the strongest roles she has ever had.

STUDIES

Alice White, star of "Naughty Flirt," a First National picture coming to the.....Theatre ....., studies voice, piano, dancing and French to keep herself prepared for her various talking picture roles.

Romance in Court

A night police court is the scene of the beginning of Alice White's romance in "Naughty Flirt," the First National and Vitaphone production which comes to the..... Theatre ..... Paul Page is the object of Miss White's cinematic affections. Others in the cast include Myrna Loy, Robert Agnew, Douglas Gilmore, and George Irving.

"NAUGHTY FLIRT," FAST-STEPPING COMEDY WITH LOTS OF LAUGHS FEATURED AT .....

Paul Page, Alice White, Myrna Loy In Fine Character Roles. Edward Cline Does Good Job Of Directing

Alice White deserts the ranks of the cinema Woolworth heroines and switchboard operators long enough to prove that she can be equally convincing as one of those spoiled and headstrong daughters of wealth whose antics always make amusing pictures. The sight of pretty young women being unconventional for the sake of a thrill seems always to have audience appeal.

Alice has just that in "Naughty Flirt," her new First National picture which opened at the..... Theatre.....

Her role is that of Kay Elliott, a wealthy debutante who has both the money and leisure to indulge her every whim. Men in general are her particular hobby until she meets a young attorney who doesn't reciprocate her interest. She then embarks upon a series of escapades with the avowed purpose of steering her attorney to the altar. Of course she succeeds and her method of doing it makes one of the most entertaining White films in months.

Paul Page is the young attorney and a leading man particularly fitted to Alice White. The ever-popular Myrna Loy, looking more gorgeous than ever, Robert Agnew, Douglas Gilmore and George Irving complete the cast. They all work together admirably in making "Naughty Flirt" a most satisfactory picture. A particularly bright feature is the group of stunning new gowns worn by Alice White and Myrna Loy.

Edward Cline's comedy training is apparent in the direction which is light and swift. Good photography and beautiful settings combine to make an appropriate background for this delightful comedy.

Love-Making Girls' Basic Career Says Movie Star

"Love-making is woman's basic career. Other careers are either expressions of this capacity in a woman, or symptoms of its unhealthy repression."

This from Alice White, First National's dynamic blonde.

Miss White's latest picture "Naughty Flirt," comes to the..... Theatre....., with an all-star cast including Paul Page, Robert Agnew and Myrna Loy. In this Vitaphone version of the fast-stepping Frederick L. Bowen comedy-drama, the heroine is said to make love much more efficiently than she types or handles a filing system.

As the daughter of a very rich man, she tries to win the favor of one of his employees for whom she has "fallen hard" by becoming his secretary.

Her secretarial work isn't so bad, but it isn't half so powerful as her love-making. Love-making wins in the end, and the secretarial work didn't get to first base.

Edward Cline directed the clever picture, and Earle Baldwin scenarized it. The heroine starts out as a society girl whose chief business is "hell-raising" and making men fall in love with her. Before she ends up in the hero's arms, she goes through many strange and startling experiences that take the game entirely out of her hands.

It's a new role for Miss White, and it gives her a chance to do what some critics say is her best work to date.

Research Department Furnishes Information

Get an accurate description of the interior of a New York City police wagon, write for a 1930 New York automobile license, find out what ceremony a New York judge reads in performing the marriage service, and look up the correct form for an engraved invitation to an exclusive country club dance, where the requests made of Mrs. Maude Bowman, head of the research department at the First National Studios in Hollywood before production was started on "Naughty Flirt," Alice White's new starring vehicle coming to the ..... Theatre .....

This information was needed for Earl Baldwin, scenarist, and Eddie Cline, director, so that every detail of the film could be made accurate. The studio research department is maintained for the purpose of looking up odds and ends of information to be used in the preparation of pictures. Complete files of current magazines, travel books, and numerous photographs, are kept available for directors and writers.

"Naughty Flirt," boasts a supporting cast which includes Paul Page, Alice White, Myrna Loy, Robert Agnew, Douglas Gilmour, and George Irving.

Bob Agnew Back

Robert Agnew who confirms his recent screen comeback with a good role in "Naughty Flirt," Alice White's new starring vehicle, was born in Kentucky but was reared in San Antonio, Texas. Agnew was once one of the most popular juveniles in silent pictures and had dropped from fans' attention until he recently made a successful return in the talkies. "Naughty Flirt" comes to the.....Theatre .....

Screen Vamp!

Cut No. 14 Cut 15c Mat 5c

Although Myrna Loy has been cast as a flirt in many recent talkies, the title role of "The Naughty Flirt," now showing at the ..... Theatre falls to the lot of Alice White. But Myrna does plenty of flirting in this First National Vitaphone picture.

Exotic Beauty

An important role in "What Price Beauty," Mrs. Rudolph Valentino's producing venture, was Myrna Loy's first screen part. The picture, although notable from an artistic standpoint, was never generally released but it served to make Miss Loy's exotic beauty known in Hollywood with the result that engagements in other films followed. She supports Alice White in "Naughty Flirt," the First National and Vitaphone comedy coming o the..... Theatre .....

STANLEY 19th & MARKET

Begins Today! One Week Of Solid Joy ! ! !

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

Portrayer Of Ultra-Modern Roles Says Flappers Passe

Shed a tear for the rip-roaring, flask-toting, flapper who was the heroine of yesterday's screen epics of flaming youth. "No less an authority than Alice White, who scored her first successes in such roles, says that the flapper is definitely a thing of the past.

"The public is thoroughly tired of the rowdy characters they saw in the so-called sensational films of a few years ago," the First National star says.

"The majority of pictures will always continue to deal with youth but they will faithfully mirror the youth of the period. The nervous, jazzy, sensational films presented a fairly faithful picture of a certain class of post-war youth but that type is no longer extant.

"Youth has assumed an easy sophistication which makes gin parties and similar things merely incidental. There is now a restlessness and earnest quest for something I'm not certain exactly what — that has changed the whole order of things.

"I think my new picture, "Naughty Flirt," is a good gauge of the new trend. I play a girl who has indulged in all the fashionable vices and tried just about everything in her search for an interesting existence. This girl is worldly-wise without being blase and sophisticated without being vulgar. She is something of a fatalist and wrings whatever benefit she can out of every new experience.

"Pictures in the future will resort to no more exaggerated types. They will remain close to life and present an accurate portrait of the current scene."

"Naughty Flirt," Miss White's newest starring vehicle for First National Pictures comes to the .....Theatre..... Paul Page, Myrna Loy, Robert Agnew, Douglas Gilmore and George Irving are also in the cast.

Talkies Prove Boon To Players Who Are Types

The talking picture player who has specialized on one definite type of character and who has mastered all the fine points in individualizing that character is the player who is assured of steady work, according to Edward Cline, director of "Naughty Flirt," the First National and Vitaphone production which is the next feature attraction at the .....Theatre beginning .....

Fred Kelsey, who plays a small role in "Naughty Flirt" is such an actor. Comic policemen are Kelsey's specialty.

He played a large variety of roles in stock companies and silent pictures but with the advent of the talkies it was discovered that he is the perfect audible cop. Since then he has been a bonehead cop in more than ten talking features, notable among which is "The Road to Paradise" with Loretta Young.

"Being typed has its advantages," Kelsey has found. "Once an actor makes a hit as a type he is almost definitely 'set' for at least two or three years as far as pictures are concerned. Playing the same type continuously in pictures is almost like working on the stage, the character enlarges itself with every performance."

Alice White is starred in "Naughty Flirt," which is from an original screen story by Earl Baldwin. Others in the cast are Paul Page, Myrna Loy, Robert Agnew, Douglas Gilmore, and George Irving.

Cleopatra In a Six-Cylinder Roadster. Helen of Troy In Pointed Heels. That's "Naughty Flirt"

Alice White in "The Naughty Flirt"

Cut No. 16
Cut 15c
Mat 5c

Biography of ALICE WHITE

When Alice White arrived in Hollywood from Paterson, N. J., her home town, she had no particular desire to be a movie star. She wanted most of all to make a lot of money in the shortest possible time. She decided business seemed a likely field so she took a stenographic course at the Hollywood High School.

Even then Alice's charm was apparent and jealous wives were the cause of her losing several good jobs. After a series of ups and downs which included everything from punching a switchboard at the Writers Club to ringing doorbells for a real estate agent, she became a script girl. Stardom, as seen through the eyes of a script girl isn't as glamorous as the public imagines it to be so Alice decided that scenario writing would provide a more stable and just as remunerative a career as acting. She had worked up to the position of continuity writer when an agent suggested a screen test.

Then came her first picture, "The Sea Tiger," and Alice was a hit. Her popularity steadily mounted with "Gentlemen Prefer Blondes," "The Big Noise," "The Mad Hour," and "Harold Teen" until she emerged as a full-fledged star in "Show Girl." "Broadway Babies," "The Girl From Woolworths," "Playing Around," "Show Girl in Hollywood," and "Sweet Mama" followed. "Naughty Flirt," her newest picture for First National and Vitaphone is now the feature attraction at the ..... Theatre.

Alice White is five feet, three inches tall, weighs 110 pounds, has blue eyes and red hair which she keeps blondined for photographic reasons. She possesses a natural singing voice and enjoys dancing and horseback riding. She lives frugally in a small Hollywood apartment and invests most of her salary in non-speculative securities.

Biography of ROBERT AGNEW

Robert Agnew, who has the comedy role of Wilbur in Alice White's new starring picture, "Naughty Flirt," now filling an engagement at the.....Theatre, was born in Kentucky although he spent his boyhood in San Antonio, Texas. Picture production was carried on in a small way by a company which visited San Antonio.

Agnew appeared in small roles and when the work was finished he joined a vaudeville company and toured the Keith and Orpheum circuits in a sketch called "Children of France." The tour was concluded in New York where he was engaged as juvenile in an Alice Joyce picture.

Robert Agnew's first work in Hollywood was as juvenile lead with Norma Talmadge. His silent pictures included "Clarence," "Prodigal Daughters," "Bluebeard's Eighth Wife," and others. He scored a comeback in talking pictures with "The Woman Racket" and "Pick 'Em Young." "Naughty Flirt" is his latest.

Naughty! But Oh Boy She's Nice!

Cleopatra in chiffon hose and pointed heels. Helen of Troy with a sport Roadster. Juliet without a balcony. That's

The NAUGHTY FLIRT

Cut No. 7
Cut 40c
Mat 10c

with Alice White Paul Page Myrna Loy and a fine supporting program

Beautiful face and knows it; Dazzling figure and shows it. A flirty girl that makes good in a big way! She's a great kid!

JEFFERSON

Biography of GEORGE IRVING

George Irving's ambition is to play the lead in a picture glorifying the American father. He has been screen father to practically all the younger stars. Alice White is his new cinema daughter in "Naughty Flirt," a First National and Vitaphone picture at the.....Theatre.

Irving was born in New York City. His first job was in a print shop but he soon drifted to stock companies and subsequently became a leading man on Broadway and star of the touring company presenting "Alias Jimmy Valentine." His first picture was "Paid in Full," released in 1913. He has since played in more than seventy-five pictures and has directed thirty-five feature-length productions.

Irving has two daughters, one of whom, Kay Irving, appears in pictures. His most recent work has been in "Paris Bound," "The Divorcee" and "Naughty Flirt."

Myrna Loy in "The Naughty Flirt"

Cut No. 15
Cut 15c
Mat 5c

Biography of MYRNA LOY

Helena, Montana, is, inconsistently enough, the birthplace of Myrna Loy, one of the silent screen's most exotic beauties who became even more fascinating after her voice was heard in the medium of Vitaphone dramas.

Miss Loy was educated at the Westlake School for Girls in Los Angeles, and studied dancing with Ruth St. Denis. She was dancing in the prologues at Grauman's Egyptian theatre in Hollywood when Henry Waxman, the photographer, introduced her to Mrs. Rudolph Valentino, who was then casting the film, "What Price Beauty." Mrs. Valentino was interested in her highly individualized beauty and gave her a part in the picture. Since then she has done notable work in "Don Juan," "Noah's Ark," "The Desert Song," "The Squall," "The Great Divide," and "Bride of the Regiment." Her latest appearance is in "Naughty Flirt," the First National and Vitaphone production now current at the.....Theatre.

Myrna Loy is five feet, six inches tall, and has a pair of unusually startling green eyes under her mass of titian colored hair.

OPPOSING TEMPERAMENTS FEATURE ROLES OF PRINCIPALS IN "THE NAUGHTY FLIRT"

Alice White Is Blond, Petite, And Cuddley: Myrna Loy Is The Exotic, Willowy Temptress

Two of Hollywood's most attractive women vie for supremacy in "Naughty Flirt," a First National and Vitaphone production coming to the.....Theatre.....

Alice White and Myrna Loy, each considered particularly deadly in her own individual way, try their best wiles on Paul Page, leading man in the film. Of course Alice wins since she's the star of the piece but the experiment was interesting because both Alice and Myrna are supposed to be the very epitome of what the gentry used to refer to as sex appeal.

Alice is the blond, petite, cuddley type, while Myrna is the exotic, willowy temptress—in the films, of course.

In real life the situation is reversed. Alice White frankly admits that she believes women might just as well be the aggressors in love affairs. She says that if she found a man she particularly liked she would have no scruples about letting him know she's alive. For that reason she was in sympathy with Kay Elliott, the character she portrays in "Naughty Flirt." Kay found a man she loved and immediately set out to steer him to the altar.

There's nothing exotic about the real Myrna Loy. She is studious, reserved, and almost shy. She spends her spare time studying dancing, music, and sculpture, and one could by no stretch of the imagination conceive of her bearing the slightest resemblance to her screen character.

Myrna says she never ceases to marvel that people should expect her to be a volcanic personality. Although she admits it's bromidic, she insists that most of the volcanic women she has either known or heard of were odd little creatures with sandy hair and funny noses. She thinks girls of the Alice White type are, in real life, the ones that get the men and ermine coats.

Alice White made her picture debut in "The Sea Tiger" as a tropical vamp, while Myrna Loy was both exotic and dangerous in "What Price Beauty," her initial film. Alice has since reformed cinematically while Myrna seems doomed to go right on being openly dangerous.

Besides Miss White and Miss Loy, the cast of "Naughty Flirt" includes Paul Page, Robert Agnew, Douglas Gilmore, and George Irving. Edward Cline directed the piece which is adapted from Earl Baldwin's original story, with continuity and dialogue by Baldwin and Richard Weil.

Biography of PAUL PAGE

Paul Page was born in Birmingham, Alabama, and reared in Baltimore, Maryland. His father, who was president of a railway company, planned professional careers for each of his three sons. Paul was to have been a doctor and was sent to St. Johns College, Annapolis, with that end in view. Instead, he chucked college to go with a stock company.

Two years later found him on Broadway. His appearances on the New York stage were in the Music Box Revue, Ritz Revue, and in the plays, "In the Bag," and "White Cargo." A talkie producer who had seen his work in "White Cargo," signed him for a series of pictures to be made in Hollywood. The group includes "Speakeasy," "Girl from Havana," and "Men Without Women." He recently completed his contract and "Naughty Flirt," Alice White's First National starring vehicle now at the.....Theatre, is his first effort as a freelance player.

Paul Page is married to Ethel Allis, actress. His daily program includes a gymnasium workout and a two-mile run. He lists swimming, dancing, golf, and horseback riding as hobbies. His real name is Paul Hicks.

Biography of DOUGLAS GILMORE

Douglas Gilmore first swam into the limelight when as a member of the Chicago Athletic Club swimming team in 1920 he won the junior 220 and 880 yard events in the A. A. U. competition at Detroit. That was before he matriculated at Notre Dame college.

While on his way from Chicago to Boston to spend the holidays at home, Gilmore met John Golden, the producer. Golden offered him a small part with the late Frank Bacon in "Lightnin'." He later became a leading man on Broadway, supporting such well-known stars as Helen Hayes, Elsie Ferguson and Doris Keane.

He made his picture debut in "Sally, Irene and Mary" in 1926 and has since worked in "Rough House Rosie," "Object Alimony," "One Woman Idea," "Pleasure Crazed," "Married in Hollywood," "Cameo Kirby," and "Naughty Flirt," the First National picture now being shown at the.....Theatre.

Douglas Gilmore says that black cats are his only superstition. He dislikes both pipes and cigars but smokes several packages of cigarettes daily. His ambition is to own a large ranch and breed horses.

Does one wrong kiss make her a naughty flirt. See

Cut No. 1
Cut 20c
Mat 5c

The Naughty Flirt

with

Alice White
Paul Page — Myrna Loy
Directed by Edward Cline
A FIRST NATIONAL & VITAPHONE PICTURE

COOL AS A MOUNTAIN TOP THE ICE PLANT DOES IT
RIALTO
DIRECTION OF A. H. BLANK

The NAUGHTY FLIRT

Now Playing At The Comfortably Cooled STRAND THEATRE

Cut No. 13 Cut 40c Mat 10c

Does One Indiscreet Kiss Make A Naughty Flirt? As The Public To Be The Judge!

STANLEY 19th & MARKET

Come on and meet her. She's got a heart like a hotel — big enough for everybody. She's Philadelphia's new girl friend, and 2,000,000 movie fans can't be wrong.

Cut No. 8
Cut 40c
Mat 10c

Directed by
Edward Cline

with
Alice White
Myrna Loy
Paul Page

A FIRST NATIONAL and VITAPHONE Picture

Blond Star's Newest, Most Dramatic Role

"Naughty Flirt," the first National and Vitaphone production now current at the ..... Theatre, presents Alice White in her most dramatic role to date.

The little blond star, now the screen's exponent of ultra-modern youth, plays a wealthy young debutante who spends her time in search of a thrill. Her quest leads her into all kinds of interesting situations which include a session in night-court, a ride in a police patrol wagon, a balcony love scene, work in her father's office, and a midnight elopement.

Paul Page, who plays opposite Miss White, is the only man she cares for and the only gentleman of her acquaintance who doesn't reciprocate her interest. He thinks she is merely man-crazy.

Myrna Loy, Douglas Gilmore, Robert Agnew, and George Irving complete the cast. Eddie Cline directed "Naughty Flirt," which is an original screen story by Earl Baldwin.

""Naughty Flirt" Fast Stepping Comedy-Drama

"Naughty Flirt," Alice White's latest First National starring vehicle, is coming to the..... Theatre .....

The story, which deals with the efforts of a daring and devil-may-care rich girl to win the love of one of her father's trusted employees and his unconventional ways of reforming her before he is willing to marry her, is strikingly fresh and original.

Director Edward Cline filled it with comedy and new angles, and there is a surprise in every situation. Moreover, some big dramatic punches appear in the midst of fast-stepping comedy.

Splendid acting is done by Miss White, leading man Paul Page, who is a new and interesting screen figure, and Robert Agnew, while Myrna Loy has the vampingest role she ever played.

The picture is an entire departure in roles for Alice, who appears at her very best in the new sort of part.

Keeps Fit

A gymnasium workout and an early morning two-mile run are part of the daily program of Paul Page, who will be seen as Alice White's leading man in "Naughty Flirt," when the First National and Vitaphone production begins its local engagement at the.....Theatre next .....

Surprise Punch And New Twist To "Naughty Flirt"

Story twists and surprise punches feature First National's forthcoming Vitaphone offering at the..... Theatre, "Naughty Flirt," which is to head the bill.....

Alice White takes the leading feminine role as a rich girl who has a fine time at the expense of masculine hearts, and isn't fooled a bit by knowing that all men are after her money.

Paul Page is the hero, and our heroine meets him in night court where she is hauled up with a gay party of society friends for wrecking a fashionable cafe and disturbing the peace. Page is a very straight-laced young attorney—who proves to be in the employ of the heroine's father!

For that reason the heroine thinks she has a "cinch," but he refuses to jump through any hoops. He begins their acquaintance by forciby taking her home and preventing her marriage to another man. He furthers it by spanking her in public, and ends it—but that's a big surprise punch!

Robert Agnew does fine work in a comedy role, and Myrna Loy is a splendid "vamp." Director Edward Cline supplied countless fine comedy bits in his handling of the action, which sparkles throughout.

Altogether, "Naughty Flirt," is a picture that hasn't a dull nor a trite spot throughout its fast-stepping footage.

Likes High Heels

Alice White, star of "Naughty Flirt," the First National and Vitaphone picture at the.....Theatre, prefers to wear only high heels. She wears exceedingly high spike heels, declaring that her feet feel most comfortable when thus shod. Paul Page, Myrna Loy, Robert Agnew, Douglas Gilmore, and George Irving support Miss White in "Naughty Flirt."

Paul Page and Myrna Loy in "The Naughty Flirt" at the ..... Theatre.

Cut No. 19
Cut 30c
Mat 10c

STRAND

ALL THIS WEEK

The NAUGHTY FLIRT

Enjoy the cutest, peppiest comedy of the season.

Cut No. 12 Cut 40c Mat 10c

Alice White Plays Society Deb In Latest Film

Alice White has departed from her familiar role at last! In "Naughty Flirt," coming.....to the..... Theatre, the famous blonde flapper from First National isn't a chorus girl, and there isn't a gangster or a show person in the picture.

"Naughty Flirt," instead, is a very human little comedy drama in which society life and business go on side by side with the love story and action plot interlacing them.

It's an entirely new Alice White, therefore, that you'll see in "Naughty Flirt." She is presented as the fast-stepping daughter of a very wealthy business man. She meets the hero, Paul Page, by accident, but he proves to be a member of her father's firm.

The plot is unconventional, and packed not only with fun but with surprises. Alice more than proves her versatility, which even in backstage and chorus-girl-gangster films like "Sweet Mama," "Broadway Babies," and "Show Girl in Hollywood," was indicated by her fine work.

Myrna Loy has a splendid role as the "vamp" of the picture, and Robert Agnew shines in the midst of an excellent supporting cast. Edward Cline directed the picture.

Thelma Hill Cast In Alice White's "Naughty Flirt"

Thelma Hill, comedienne, whose screen appearances have been largely confined to Mack Sennett comedies, plays a small part in "Naughty Flirt," Alice White's First National and Vitaphone starring vehicle which opens an engagement at the .....Theatre for a.....day run beginning .....

Miss Hill was engaged for the part of a wisecracking stenographer at the request of Edward Cline, director of "Naughty Flirt," who megaphoned many of the Sennett comedies in which she appeared.

She was born in Emporia, Kansas, and later lived in Salt Lake City and Los Angeles. Like Alice White, Carmel Myers, Bessie Love, and other screen luminaries, she attended Hollywood High School. She did the usual extra work before Mack Sennett discovered her flair for comedy. She worked in Sennett comedies for five years with only an occasional short vacation. Miss Hill now alternates between two-reel comedies and work in feature-length productions.

"Naughty Flirt" is an original screen story by Earl Baldwin. Alice White, the star, is supported by a cast which includes Paul Page, Myrna Loy, Douglas Gilmore, Robert Agnew, and George Irving.

Baseball Player

Paul Page, Alice White's leading man in "Naughty Flirt," the First National and Vitaphone production which opens a.....day engagement at the.....Theatre..... was prominent on the varsity baseball team when he was a student at St. Johns College, Annapolis.

Cinderella Dance Latest Thing For Country Clubs

A novel feature of the film "Naughty Flirt," Alice White's newest First National and Vitaphone starring vehicle which comes to the ..... Theatre ....., is a Cinderella dance.

The scene is a country club dance. The girls are each asked to remove a slipper and place it in the center of the floor. At a signal from the leader the men make a mad scramble for a shoe and then find the girl to whom it belongs, she being his partner for the dance. Alice White, Paul Page, Myrna Loy, Robert Agnew and Douglas Gilmore figure in the scene.

"Naughty Flirt," the tale of a girl of wealth who sets out wholeheartedly to win the man she loves, is from an original story by Earl Baldwin, who also collaborated with Richard Weil on the dialogue.

Edward Cline directed.

JEFFERSON

All This Week

Get an eyeful of the flappingest flapper that ever swung a hip. She'll lead you dizzily from a penthouse to a courthouse, and show you the swellest time in years.

with
ALICE WHITE
PAUL PAGE
MYRNA LOY
Directed by Edward Cline

A FIRST NATIONAL & VITAPHONE PRODUCTION

Cut No. 3 Cut 20c Mat 5c

Newspaper Contests! Lobby Stunts! Street Ballyhoos! Tie-ups!

EXPLOI

NO-FLIRTING CLUB

Organize your plans so that a NO-FLIRTING CLUB is founded in your town about a week before the showing of "Naughty Flirt."

To get the stunt across properly you must get your local newspapers behind you. Interest your editor in the idea that there is too much promiscuous flirting going on. Sell him on the idea that the newspapers should start a department to bring young boys and girls into friendly contact through the mails, with the newspaper as the clearing office. It is a great circulation builder for the paper and a big boost for your show.

Naturally a thought of this sort will mean front page publicity. Where you cash in is by having the club attend the opening night of the picture and then heartily endorsing it both as a club and as individuals. Use the following story to start the ball rolling:

DAILY TIMES SPONSORS NO-FLIRTING CLUB AS ANTIDOTE TO PROMISCUOUS PICKUPS

Picture, "Naughty Flirt" Coming To The Rivoli Suggests Idea Behind New Movement. Has Civic Support

Starting tomorrow, The Daily Times brings forth a new plank in its platform of needed reforms for Winona—rather strengthens an old one. It has long been the contention of this paper, borne out by facts, that there has been too much flirting on the main streets of our city. We do not wish to take the position of a Mrs. Grundy that flirting is absolutely wrong, but we do feel that there should be some sort of supervision.

And now, the film, "Naughty Flirt" coming to the Rivoli next week suggests an idea. This paper will sponsor a "Lonely Folks Department"—young people to meet through the mail—the paper serving as a clearing office. Socials and gatherings of all sorts will form a prominent part of this new organization and every effort will be made to have all important civic bodies take an interest in this new movement.

Associations formed as a result of flirtations are, as a rule neither good nor permanent. It is the purpose of this new department to help form lasting friendships. Send in now a letter giving your name, address, age, tastes, likes and dislikes, interests and any other information about yourself. We will endeavor to match you with a person of similar type and temperament.

What Anagrams Are:-

Anagrams is a game or contest in which the participants are asked to insert an additional letter into a given word, mix all the letters together so that they spell an entirely different word.

How To Use Them:-

Anagrams make excellent newspaper contest material, as contestants are required to buy the paper to get the coupon on which to fill out their names. The answers are delivered to your box-office.

What They'll Do For You:-

Build you an excellent mailing list. Get you unlimited publicity. Put you in right with your newspaper. Build your weakest day or matinees. (You can give one ticket to each winner for matinee only and he'll undoubtedly bring a friend with him). If used as a program feature, anagrams will get you wider distribution and bigger reader interest.

A FIRST NATIONAL SERVICE

Can You Solve These Anagrams?

50 Free Tickets to See "THE NAUGHTY FLIRT" To the First Fifty Correct Answers

Write the answer in last column; sign your name and address, hand it to the cashier of the Strand Theatre between 10 o'clock and 1 o'clock today, ad get your free ticket:

Add L to rift and get what Alice White plays in "The Naughty Flirt."

Add E to tonic and get what Alice White causes Paul Page to take.

Add C to topic and get an Asiatic order of monks.

Add Y to tail and get the congregation of a church.

Add P to miles and get what anagrams are.

*Name*_____

*Address*_____

THE ANSWERS:

1. *Flirt*
2. *Notice*
3. *Coptic*
4. *Laity*
5. *Simple*

Turn On The Heat!

THE NAUGHTY FLIRT is here

Does One Indiscreet Kiss Make A Good Girl Naughty?

Cut No. 9
Cut 60c
Mat 15c

Cutie of the Campus! More sweethearts than than a college has books. She'll take you on thrilling escapades—show you new ways of winning a man—and introduce you to the only boy in the world she really cared for — and couldn't get!

with

Alice White — Paul Page — Myrna Loy

Directed by Edward Cline

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

A FIRST NATIONAL and VITAPHONE Pictures

NOVEL POST CARD CAMPAIGN

In keeping with a different type of story, a unique exploitation post card has been prepared. To the exhibitor who has used this type of advertising the results have been more than satisfactory. Facts prove that there is more merchandising appeal to a personal type of direct by mail advertising as the post card campaign exemplifies. Below is the copy of the card we have outlined. Have a cut made of a girl's handwriting in script.

Dear:

Because our meeting was not strictly in accordance with modern social ethics, you accused me of being a naughty flirt. I'm not. I'm just the normal girl, full of spirits, out for a good time with a nice chap.

Meet me at (address of theatre, but no name) any time this week, and give me a chance to prove it, please Honey.

KAY.

Newspaper Contest

Here is one type of newspaper contest that should stir up lots of action both in the newspaper columns and on the outside. Get your local newspaper to sponsor the contest based on the following questions:

HOW FAR SHOULD YOU GO?
What Are The Limitations In Flirting Before You Can Be Termed A Naughty Flirt?
What Is Discreet And What Comprises Indiscretion

Limit the contest to letters of one hundred words and offer tickets of admission to say, the ten best letters. Appoint judges that are prominent in your local civic life.

Memo Books

Here is an inexpensive and unique form of throwaway. Have your local printer make up tiny booklets with the following copy on the frontispiece:

"WHAT I KNOW ABOUT MEN"
by
A. Naughty Flirt

On the back page use the following copy:

VISIT THE MARLBORO
(date)
And See For Yourself

There is nothing on the inner pages for obvious reasons.

National Frock Tieup

A number of First National stars are identified with the popular and stylish line of gowns, known to the trade as Leading Lady Frocks. Alice White has had one of the most alluring models named after her. In every town and city maintaining exclusive gown dealers you will find one or more leading department stores or specialty shops that feature this line. Special accessories and window trim material is available on the Alice White Leading Lady Frock and by all means make an immediate contact with these cooperating manufacturers the moment your "Naughty Flirt" playdates are set. Write to MR. AARON METCHIK, FASHION ADVERTISING CO., 313 West 37th Street, New York, N. Y. and ask him to specify their dealers in your city. Mr. Metchik, will set the wheels in motion immediately and see that the maximum of co-operation is assured.

As soon as you are able to contact the dealer in question, supply him with suitable additional tieup window trim such as mounted stills, poster cutouts, usual hand-lettered tieup show-card, etc.

These frocks are also excellent as prizes for any contest or special stunt you may put over in connection with this picture.

TATION

Make Anagrams A Weekly Service. First National Will Give You One Every Week.

Helbros Watch Tieup

Helbros Watch Company, manufacturers and distributors of one of the most beautiful and popular lines of wrist watches in the world, have named one of their most attractive models in honor of Alice White. The exploitation features in connection with this big national tieup are many and varied and exhibitors are assured of 100 per cent co-operation from all local Helbros dealers. The moment "Naughty Flirt" playdates are set, write to Mr. Samuel J. Baril, Helbros Watch Company, 48 West 48th St., New York, N. Y. and he will put you in touch with their dealer in your city, see that complete campaign material is forthcoming and outline a proposition whereby you can cash in on this live wire proposition.

Shadow Box Lobby Display

Have your carpenter make up easeled shadow-box hearts to stand to a height of about four feet. On the heart draw lines through it so as to give a broken effect. Place stills on the heart and the light from the back shinging through the still has great selling appeal.

Or make semi-shadow boxes with the front cut out in a double heart shape. Place pictures of Alice White and Paul Page on the back of the box behind the cutout spot. Have your lights for this concealed in the box on the sides.

Teaser Campaign

Below is given copy that is effective for your newspaper teaser campaign to be started a week before the showing of the picture:

IF
She Winks Her Eye
And Says, "Oh, You Kid!"
Beware, She's A
NAUGHTY
FLIRT!

IF
She Drops Her Handkerchief
Accidentally On Purpose
Beware, She's A
NAUGHTY
FLIRT!

IF
It's a Warm Night
And She Says
Big Boy, I'm Co-wold
Beware, She's A
NAUGHTY
FLIRT!

Newspaper Contest

Here is the type of contest that newspapers go for in a big way—the photo contest. Newspapers like to print pictures of people and in keeping with this idea get them to sponsor a contest in conjunction with the showing of "The Naughty Flirt." Offer a prize to the girl or girls who have the cutest winking expression—to be in keeping with the idea of a naughty flirt.

Appoint men and women of local prominence as the judges of the contest.

Have the girls enroll by bringing the pictures to the theatre or mailing them to the contest editor at the newspaper. All the pictures not used in the paper can be made up into a lobby display.

Souvenir Photos

Every movie fan in the world would welcome the opportunity to secure an autographed photo of Alice White and no better way to fill that certain off matinee or "supper" show with a capacity audience can be devised than to advertise a special Souvenir Photo Performance.

These photos ordered in quantities are reasonable in cost and can be secured through your exchange.

Herald Stunt

Sealed envelopes enclosing the regular imprinted heralds still continue to hold high favor with exhibitors. Enclosed is copy that is to go on the envelopes:

Want A Date
With A
NAUGHTY
FLIRT?
Look Inside

Poster Cutouts

Of the posters put out in some time, the six-sheet on the "Naughty Flirt" is outstanding for lobby display purposes. The fight scene shown is very realistic.

The other paper is interest-arousing and attention-holding because of its high color values. A glance over to the back page will convince you that "Naughty Flirt" has some of the snappiest paper put out in some time.

LaFrance Rings National Tie-up

STARS TIED IN

Through a carefully planned and comprehensive arrangement with the national advertising agency handling the account of LaFrance Rings, exhibitors can take advantage of splendid cooperation from your leading local jewelers. Among the First National stars tied up with these exceptionally attractive and popular novelty rings is Alice White. Individual rings in which are mounted beautiful semi-precious gems have been named after these stars and will be featured in the jeweler's displays concurrent with your "Naughty Flirt" campaign. An array of special display accessories featuring the First National stars in question are supplied to all dealers handling these beautiful, nationally advertised rings. This product is receiving continuous intensive exploitation playing up First National stars in any number of widely circulated publications, including the Saturday Evening Post.

Every LaFrance salesman is equipped with a special promotion and campaign folio and every dealer in the country is presented with full tieup details and complete outline of the cooperative possibilities.

HOW TO CASH IN

The moment your playdate on "Naughty Flirt" is set, notify THE BIOW COMPANY, INC., 521 FIFTH AVE., NEW YORK, N. Y. and they will start the ball rolling immediately. You will be advised who their dealers are in your city and also see that these jewelers follow the campaign plans. This will mean special co-operative window displays, featuring the special accessories and the rings identified with Alice White. In many cases the jeweler's newspaper advertising will play up this tieup angle. Supply these dealers with whatever supplementary window trim they may require including neatly executed poster cutouts, mounted stills, tieup showcards, etc.

WINDOW TRIM UNITS

Attention of the exhibitor is called to the attractive window and counter displays supplied all LaFrance dealers. The pictures of First National stars are inserts of the substitution of the stars in question is made (in this instance Alice White) during period of tieup. This accessory is made up in silver on black with green velvet pads for ring display.

ADDITIONAL DISPLAYS

Another attention arresting window trim unit is an art display card of silver and blue 12 x 15 which carries likenesses of First National stars and their direct hookup with LaFrance Rings. Reprints of the national ads are also available.

All Talking Trailer

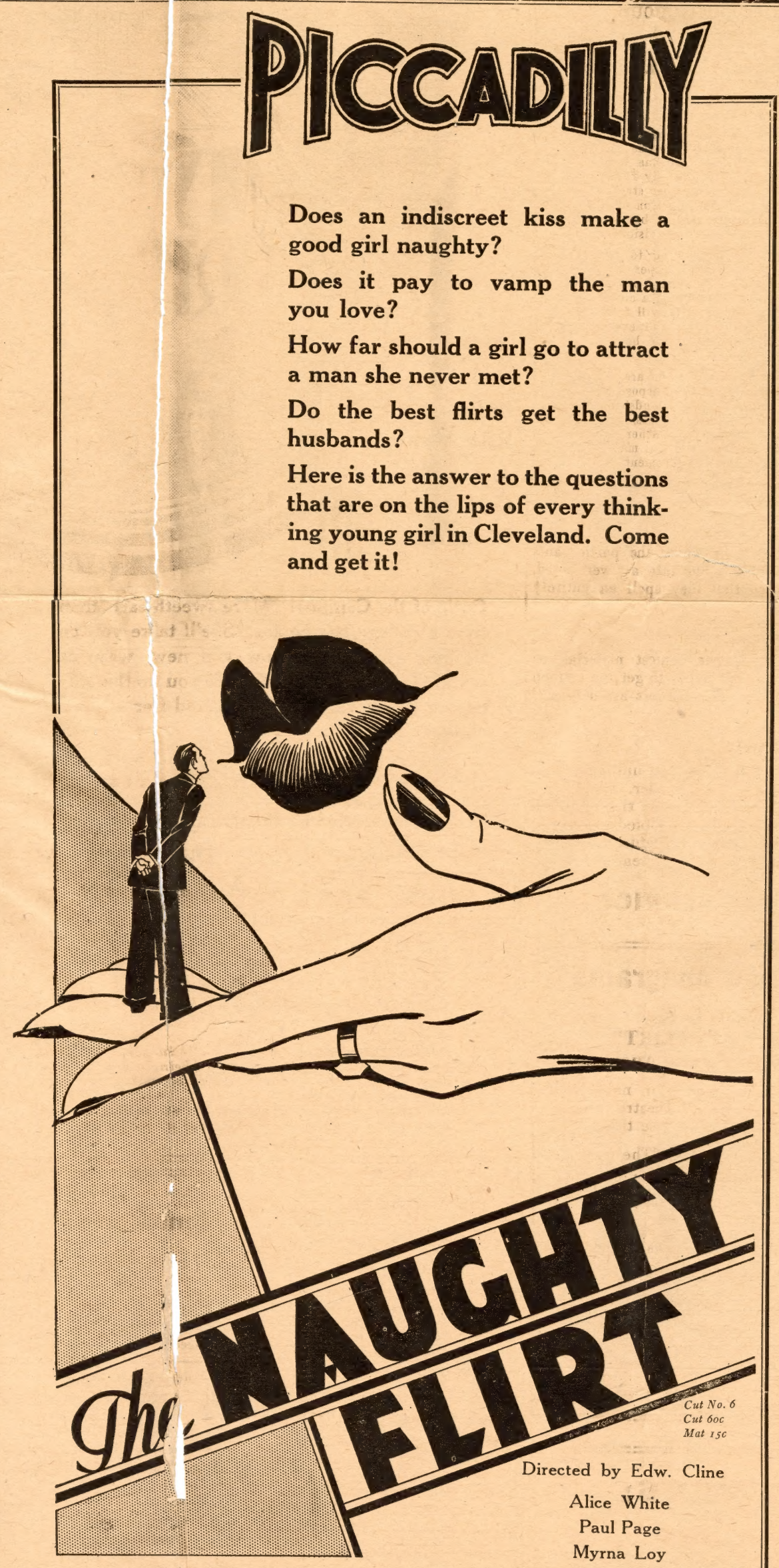
Pictures with Alice White in them are bound to be cute and the same thing applies to this trailer on "Naughty Flirt." Just enough of the highlights of the picture are shown to make your customer want to come back and see more. Trailers such as this one are an important adjunct to your program and deserve a featured spot. Start running this trailer now and then check your box office for the satisfaction of seeing bigger and better receipts.

Street Bally

Get a cute, good-looking girl to go around town dropping paper handkerchiefs in an obvious manner so that men will rush over to pick them up. Imprinted on the paper handkerchiefs is the following copy:

"THE NAUGHTY FLIRT"
Meet me at the
MARLBORO THEATRE

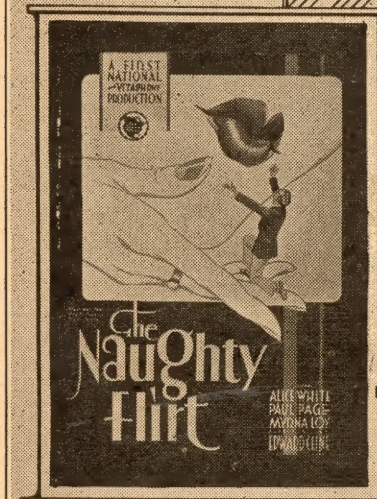
. . . . . .



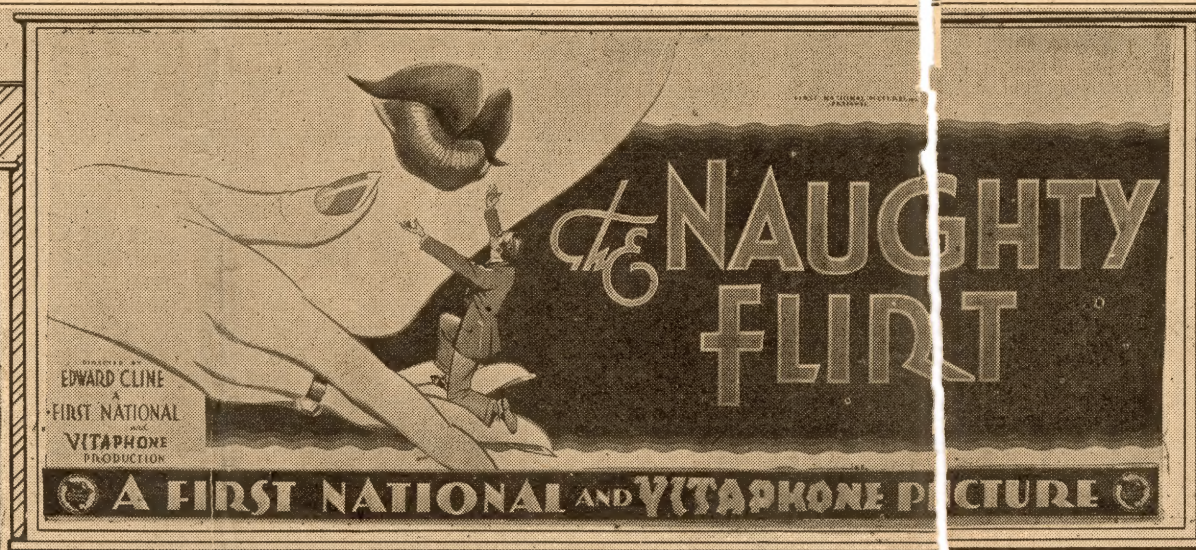
A FIRST NATIONAL and VITAPHONE Picture

Space For Your Vitaphone Varieties

Are You Taking Advantage Of First National's New Sliding Scale Of Accessory Prices?



One Sheet A



Twenty Four Sheet

One Sheet B

Three Sheet A

Six Sheet

Three Sheet B

Color Description of the Twenty-Four Sheet

The background in back of the lettering is dark green with the edges in a lighter tone of green. Rest of the background is pure white.

Lettering of the main title is bright orange with an outline in yellow in striking contrast to the dark background. The smaller lettering is in light green as against the white background.

The entire effect of this poster is a very colorful one and a sure eye-catcher in any surrounding.

WINDOW CARD

SLIDE A

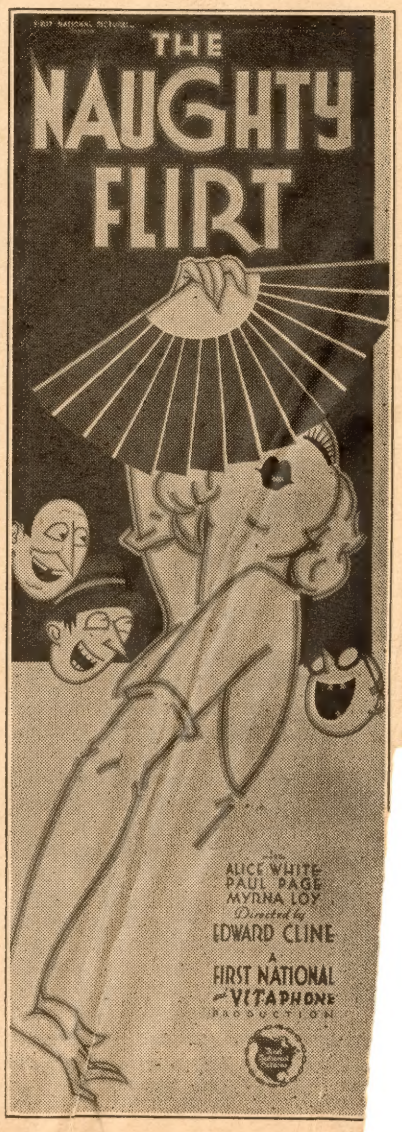
SLIDE B

Use More Accessories

Sliding Scale Prices of Advertising Accessories

1-SHEETS	
1 to 50	15c each
51 to 100	13c each
Over 100	11c each
3-SHEETS	
1 to 25	40c each
Over 25	36c each
6-SHEETS	
1 to 10	75c each
11 to 20	70c each
Over 20	65c each
24-SHEETS	
Up to 25	$2.00 each
Over 25	1.75 each
WINDOW CARDS	
1 to 50	7c each
51 to 100	6c each
Over 100	5½c each
INSERT CARDS	
1 to 25	25c each
26 to 50	22c each
51 to 100	20c each
Over 100	18c each
HERALDS	
1M to 5M	$3.00 per M
Over 5M	2.75 per M
PHOTOS	
11 x 14 photos (8 in set-colored)	75c a set
22 x 28 photos (2 in set-colored)	80c a set
Slides	15c each
Stills	10c each
Press Sheets	Gratis
Music Cues	Gratis

INSERT CARD



1

2

3

A FIRST NATIONAL and VITAPHONE PICTURE

4

A FIRST NATIONAL and VITAPHONE PICTURE

5

A FIRST NATIONAL and VITAPHONE PICTURE

6

The NAUGHTY FLIRT

A FIRST NATIONAL and VITAPHONE PICTURE

THE NAUGHTY FLIRT

A FIRST NATIONAL and VITAPHONE PICTURE

THE NAUGHTY FLIRT

A FIRST NATIONAL
and
VITAPHONE Picture
REG. TRADE MARK

10

11

12

The NAUGHTY FLIRT

The NAUGHTY FLIRT

CONTINENTAL LITHO CORP CLEVELAND O

MADE IN U.S.A.

The Naughty Flirt

Does an indiscreet kiss make a good girl naughty?

Does it pay to vamp the man you love?

How far should a girl go to attract a man she never met?

Do the best flirts get the best husbands?

Here is the answer to the questions that are on the lips of every thinking young girl. Come and get it! .....

With Alice White, Paul Page, Myrna Loy.
Directed by Edward Cline.

A FIRST NATIONAL and VITAPHONE Picture

"Vitaphone" is the registered trade mark of the Vitaphone Corp. designating its products.

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http://wcftr.commarts.wisc.edu

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www.mediahistoryproject.org